

traveler

# VISITUTAH.COM UPDATE

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**Rosie Serago, Content & Digital Strategist**  
Utah Office of Tourism



# THE TEAM

## **HANSON DODGE**

Web Development,  
Design, Strategy &  
Analytics

## **LOVE COMM**

SEO & PPC  
Strategy

## **VISIT UTAH**

Content Creation  
and Layout,  
Business Strategy,  
Live Chat



# PERFORMANCE HIGHLIGHTS





A person in a blue jacket and white helmet is climbing a reddish-brown rock face. The climber is positioned in the upper right quadrant of the image, with their body angled upwards and to the left. The rock face is textured with various cracks and ledges. The overall scene is a high-angle shot of a rock climbing activity.

**SINCE SITE LAUNCH**

**+36%**

**Website Session  
Growth**

**+35%**

**Growth in Sessions  
Lasting 4+ Minutes**

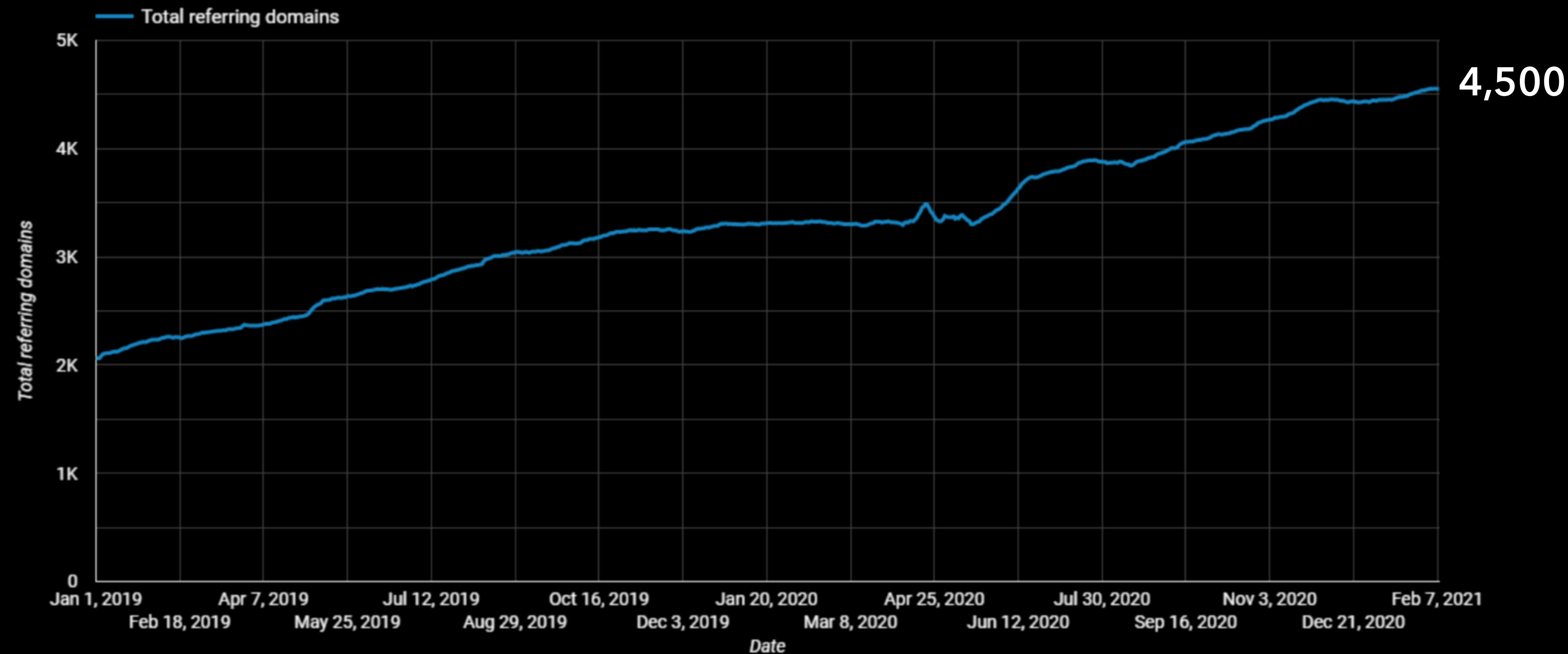
**+80%**

**Growth in Travel  
Guide Downloads**

*Year over year, November-February*



# WEBSITES LINKING TO VISITUTAH.COM







## **HOTEL BOOKINGS**

**98M**

*Tracked bookings*

**48%↑**

*Increase year over year*



**WE HAVE A LOT OF  
PEOPLE TO DO RIGHT BY.**



**4.6M**

*Site visitors*

**10M**

*Pages visited*

2020



Analytics

All accounts > https://www.visitutah.c...  
VisitUtah.com New Site - DE...

Try searching "Users today"

1

?

Home

Customization

RTS

Realtime

Overview

Locations

Traffic Sources

Content

Events

Conversions

Audience

Acquisition

Behavior

Conversions

Attribution BETA

Discover

Admin

Overview

Create Shortcut BETA

Right now

62

active users on site

MOBILE

DESKTOP

TABLET

53%

40%

6%

Pageviews

Per minute

Per second

Top Referrals:

	Source	Active Users
1.	yahoo.com	6
2.	coronavirus.utah.gov	2
3.	cnn.com	1
4.	search.pch.com	1
5.	thedyrt.com	1

Top Social Traffic:

	Source	Active Users
1.	Instagram Stories	1

Top Keywords:

Top Active Pages:

	Active Page	Active Users	
1.	/plan-your-trip/covid-19	6	9.68%
2.	/plan-your-trip/responsible-travel	5	8.06%
3.	/	3	4.84%
4.	/places-to-go/parks-outdoors/zion/travel-tips	3	4.84%
5.	/places-to-go/cities-and-towns/escalante	2	3.23%
6.	/places-to-go/parks-outdoors	2	3.23%
7.	/things-to-do/fishing/wor...class-fishing/provo-river	2	3.23%
8.	/articles/15-must-do-adventures-in-kanab	1	1.61%
9.	/articles/a-weekend-well-...nt-at-scofield-state-park	1	1.61%
10.	/articles/angling-secrets...w-and-where-to-catch-fish	1	1.61%





Places To Go

Things To Do

Explore

Plan your trip



GET THE TRAVEL GUIDE



COVID-\* Travel Please adhere to local guidelines for safe and responsible travel, including following the statewide mask mandate. [Read more](#)





## **THE GOAL**

***A well-designed* website experience  
for Utah travelers that focuses on  
*inspiration and education.***



# THE GOAL

***A well-designed*** website experience  
for Utah travelers that focuses on  
***inspiration\**** and ***education.***

**\*motivates travel to Utah**



## **THE GOAL**

***A well-designed* website experience  
for Utah travelers that focuses on  
*inspiration and education*\*.**

**\*turns an uninformed traveler into a Red Emerald traveler**



# THE GOAL

***A well-designed\** website experience  
for Utah travelers that focuses on  
*inspiration and education.***

**\*made with intention, and with people in mind**



# Search

82 Results for "dog"

dog

SEARCH →

## FILTER RESULTS

☐ All (82)

☐ Destinations (0)

☐ Home Page (0)

☒ Articles (82)

☐ Events (0)

☐ Itineraries (0)

☐ Article Landing Pages (0)

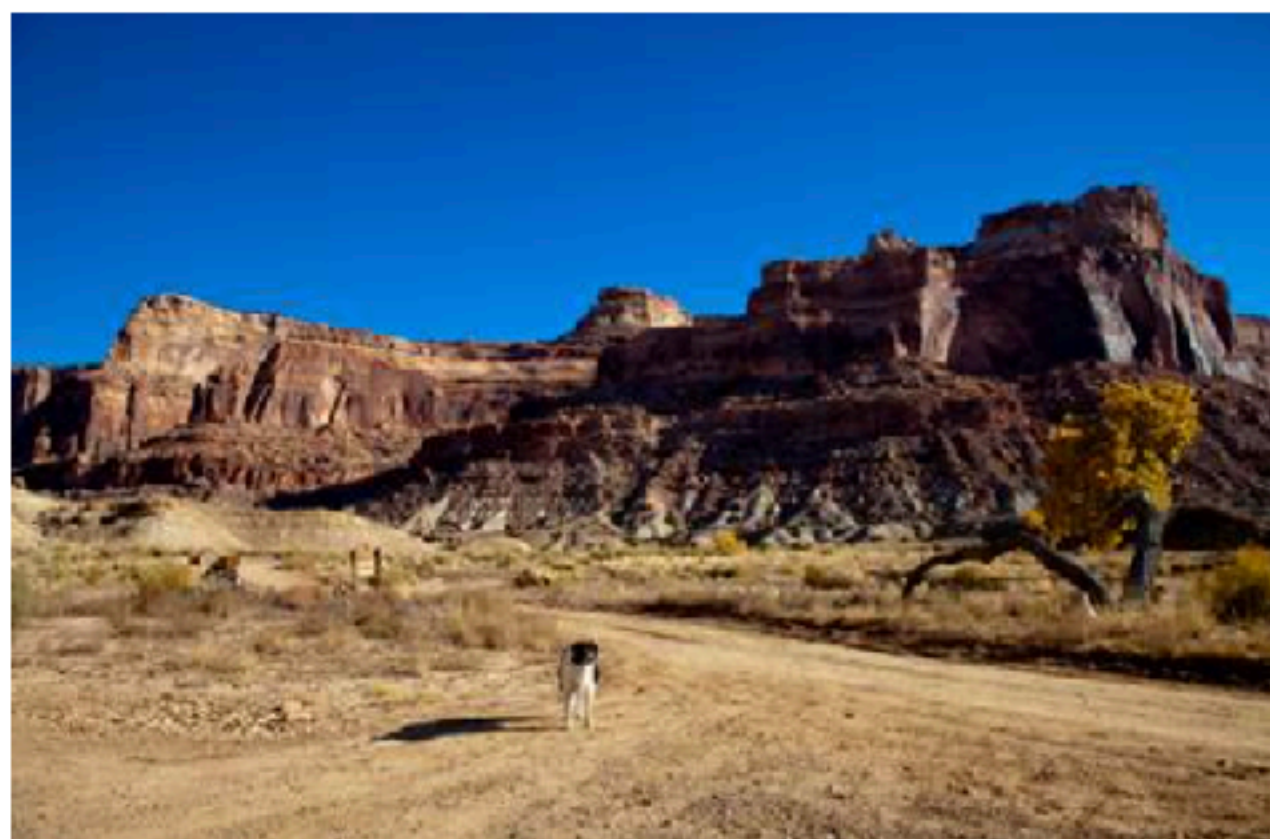
☐ General Content Pages (0)

☐ Landing Pages (0)



## Dog-friendly Utah: Northern

Written by Paula Colman



## Dog-Friendly Utah: The Road to Mighty



## Harnessing Passion: The Arctic Rescue Sled Dog Team



# UTAH

Hi there 🖐️

We're here to answer your questions about traveling to Utah, including coronavirus information.

### Start a conversation



We'll be back online

🕒 Tomorrow

✉️ [Send us a message](#)

[See all your conversations](#)

### Find your answer now

Search our articles



We run on Intercom





📍 Powder Mountain | Adam Clark

[Home](#) ▶ [Places To Go](#) ▶ **Utah Ski Resorts**

## UTAH SKI RESORTS

Utah is home to The Greatest Snow on Earth® and some of the best ski resorts around. Here you'll find endless pockets of powder, snowy red rock views, welcoming slope side culture, and the unmatched accessibility of it all. No matter what brings you to ski or ride in Utah, make sure you have enough time to take it all in.



[SKI PLANNING DURING COVID-19](#) →

[CURRENT CONDITIONS](#) →

Feedback

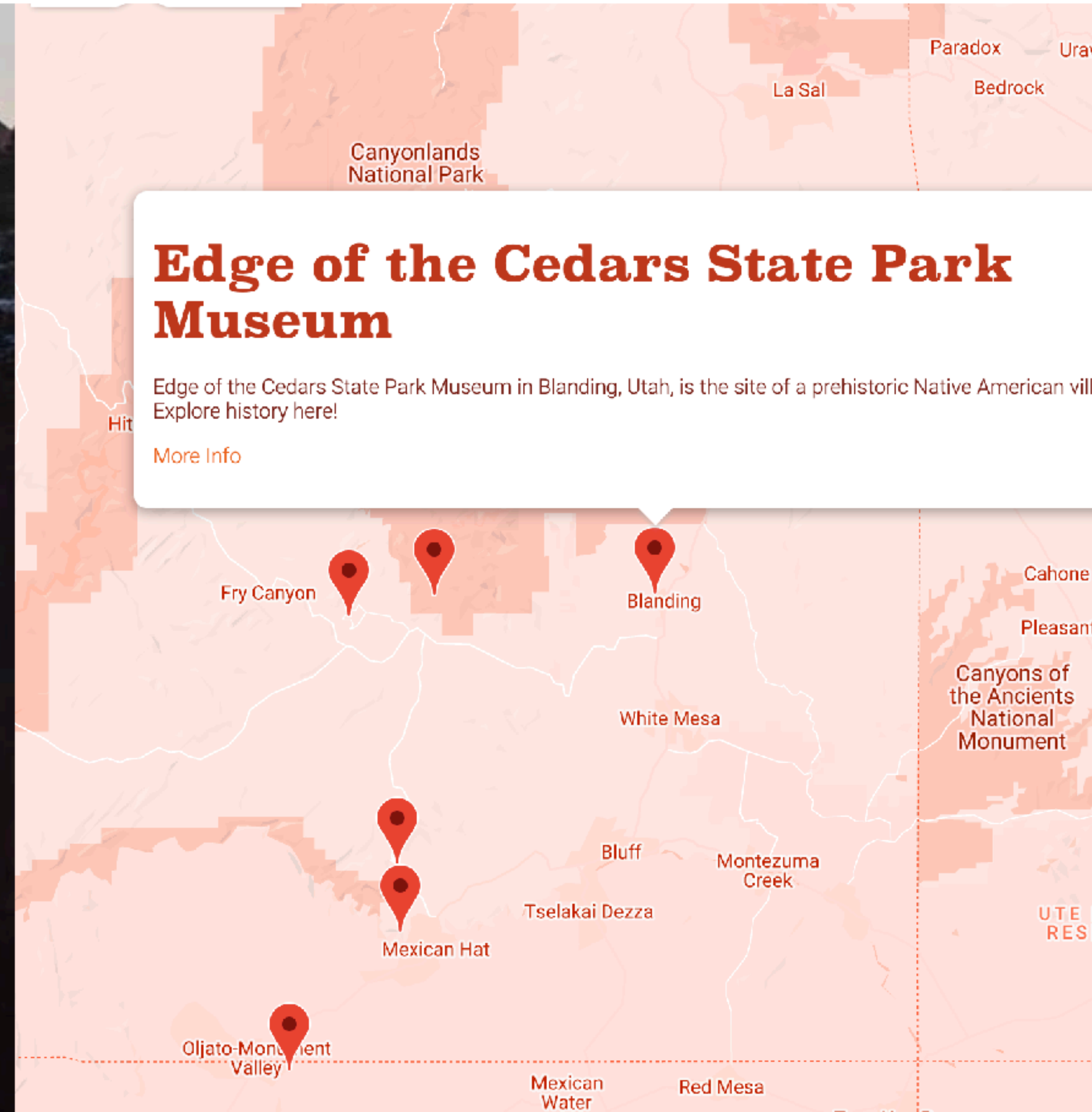


# Discover the Canyonlands Region

## Edge of the Cedars State Park Museum

Edge of the Cedars State Park Museum in Blanding, Utah, is the site of a prehistoric Native American village. Explore history here!

[More Info](#)







Antelope Island, Lake Powell

Home > Things To Do > Nature and Wildlife

NATURE AND WILDLIFE

Breathe the fresh air and bask in glorious sunshine while enjoying Utah's illustrious mountains, deserts, rivers, canyons and grasslands. Slow down and relax, or prepare for a hard-charging adventure. However you like to experience nature, Utah offers plenty of options, from peaceful wildlife viewing and photography, to active adventures like rafting, backpacking or hunting. Any time you're outdoors, you may have the opportunity to see some of the state's over 600 wildlife species, so keep your eyes peeled.

Ways to Enjoy Nature and Wildlife

There isn't just one way to enjoy nature and wildlife. Lace up your hiking boots, grab your fishing pole, pack your binoculars and get ready to enjoy a plethora of outdoor and wildlife-focused adventures.



Birding

Find the best places to see wild animals in Utah with this guide to top birding sites and



Fall Foliage

See a kaleidoscope of fall colors throughout Utah.



Fishing

Utah has more than 1,000 fishable lakes and numerous fishing streams.

Arches National Park

Photo: Angie Payne



Zion National Park

Photo: Angie Payne



Cohab Canyon Trail, Capitol Reef National Park, UT

Photo: Andrew Burr





📍 Coyote Gulch | Aleksandr Mironyuk

[Home](#) ▶ [Plan Your Trip](#) ▶ **Responsible Travel in Utah**

## RESPONSIBLE TRAVEL IN UTAH

It's not easy making the decision to travel, or knowing how to approach travel during this time period. What we do know is small but mighty actions make all the difference as we work together to control the spread of coronavirus and to restore strength to our struggling local businesses by supporting local. We also know nature has immense power to heal and rejuvenate. We hope these resources provide some clarity, and we welcome you to Utah when the time is right.

[COVID-19 TRAVELER RESOURCES](#) →

[SKI PLANNING DURING COVID-19](#) →

Feedback



[Home](#) ▶ [404errorpage](#)

YOU'VE GOTTEN OFF TRAIL.

Please [search](#) for what you're looking for. We've logged this 404 error and will fix the problem so the next visitor doesn't get lost.

Take a deep breath, and a moment enjoying this beautiful photograph before you get back on your way.

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"I WOULD LIKE TO DO  
WHATEVER IT IS THAT PRESSES  
THE ESSENCE FROM THE  
HOUR."

– Ellen Meloy



Arches National Park  
Photo: Angie Payne



"We need to think about websites as a form of communication. It's not about creating content, publishing it, and calling it done. It's about saying something, then listening, and continuing a conversation.

A website is something people want to use. It's not about surfacing stuff. It's about helping people."

— *Content Strategist Kristina Halvorson*





LIFE  
**UTAH**  
ELEVATED